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U. S. Department of Agriculture.



# SIGNORA

PLANT PATENT NO. 201

WHITE BROTHERS ROSE CORPORATION, MEDINA, N. Y.



# The only crop we grow is Roses

SEVERAL years ago we decided that it was better to do one job well than to do several jobs with mediocre success. We have, therefore, for the past fifteen years specialized in roses, and in so doing we feel that we are able to give our customers a better grafted rose plant.

Our grafting business constitutes a seasonal operation, and rose growing for the wholesale markets is conducted the year round. All our efforts are expended toward the production of superior grafted plants to improve both these departments. With no other interests to interfere we feel that this is being accomplished.

In submitting this circular to you we have selected the varieties which we are growing ourselves, varieties which we feel will easily earn their way if properly grown.

## YELLOW GLORIA

*C. F. Bertanzel*

*Plant Patent Applied For*

Yellow Gloria is a sport of Souvenir which is in our estimation the outstanding clear yellow rose of the year. It is a stronger grower than either Souvenir or Talisman, and in addition the first crop of blooms on new plants is not bullheads. Yellow Gloria does not have the objectionable streak in the side of the bud, and we feel that it is the best of the yellow sports of the Talisman family.

Price—\$ 25.00 per 100  
\$250.00 per 1000 in all quantities

## SIGNORA

*Jackson & Perkins Co.*

*U. S. Plant Patent No. 201*

Signora is most certainly the novelty rose for 1937, having been brought to this country from Italy. It is a red and yellow novelty, very similar in color to a well grown Talisman, except that the darker colors are more prominent and intense. It is a very strong grower, throwing large heads on long, straight stems. Its shiny green foliage is an attraction in itself.

Signora is the highest paying rose on our place to date and for that reason we do not hesitate to recommend it to our customers.

Price—\$ 35.00 per 100  
\$350.00 per 1000 in all quantities

WHITE BROTHERS ROSE CORPORATION, MEDINA, N. Y.



# LESTRA HIBBERD

Jos. H. Hill Co.

U. S. Plant Patent No. 156

Lestra Hibberd is a seedling of Joanna Hill and Sweet Adeline and has a pleasing orange color slightly tinted with white when open. It is a larger flower than Joanna Hill, a good producer, and throws a good commercial grade of rose. It is a type of rose that is well liked by growers, wholesalers and retailers.

Price—\$ 35.00 per 100  
\$350.00 per 1000 in all quantities

# CHIEFTAIN

The Montgomery Co., Inc.

U. S. Plant Patent No. 150

Chieftain is a red seedling of Hadley and Talisman, closely resembling Hadley except that it is a brighter red and has a distinct yellow base. The one salient feature of Chieftain is that it will open, and this is a very important point in selecting a red rose.

Price—\$ 35.00 per 100  
\$350.00 per 1000 in all quantities

## CARMELITA

Frank Spanbauer  
U. S. Plant Patent No. 91

Carmelita, a red seedling which was introduced 2 years ago, is still a good red rose that is enjoying a ready market. Its excellent growing characteristics, clear red color, and fragrance are outstanding.

Price—\$ 30.00 per 100  
\$300.00 per 1000 in all quantities

## SOUVENIR

A. N. Pierson, Inc.  
U. S. Plant Patent No. 25

This free growing yellow sport of Talisman is continuing its performance with practically everyone. Its high production blends itself very well with the present demands for a variety which will produce more flowers per plant and still maintain a good quality.

Price—Same price as standard varieties plus  
5¢ per plant royalty.

## MRS. FRANK SCHRAMM

Frank Schramm  
U. S. Plant Patent No. 72

Mrs. Frank Schramm is a bright pink sport of Briarcliff with a brighter, deeper color than its parent with a longer bud. Although this variety is grown under license, all Plant Patent rights of this rose will be null and void after the third year.

Price—\$ 30.00 per 100  
\$300.00 per 1000 in all quantities

## ROSE SENIOR

Frank Spanbauer  
U. S. Plant Patent No. 2

Senior is one of the best of the dark red roses, produces large blooms on long straight stems. Its high production and lack of deformed flowers makes Senior a popular rose with the grower.

Price—\$ 30.00 per 100  
\$250.00 per 1000  
\$240.00 per 1000 in 5000 lots

## BETTER TIMES

Jos. H. Hill Co.  
U. S. Plant Patent No. 23

Better Times has proven itself popular not only with the larger growers, but it is also excellent for the retail grower who has need for a rose that can be used either for a red or a dark pink. This famous sport of Briarcliff is commanding a premium in the market, and its popularity is increasing rapidly.

Price—\$ 30.00 per 100  
\$300.00 per 1000 in all quantities  
(See terms of sale for replacement prices)

## YELLOW JOANNA HILL

White Bros. Rose Corp.  
U. S. Plant Patent No. 22

A clear yellow sport of Joanna Hill, a good grower, and well liked on the wholesale market. It is identical in growth with its parent and is excellent for the retail grower.

Price—Same as Senior.

## STANDARD VARIETIES

DOUBLE WHITE KILLARNEY, HOLLYWOOD, BRIARCLIFF, TALISMAN, SUNKIST, RAPTURE,  
MRS. FINCH

### PRICES

Under 1,000 plants—	22½¢ each
1,000 to 2,500 plants—	\$200.00 per 1000
2,500 to 5,000 plants—	195.00 per 1000
5,000 to 7,500 plants—	190.00 per 1000
7,500 to 10,000 plants—	185.00 per 1000
Over 10,000 plants—	180.00 per 1000
f.o.b. Medina, no packing charge.	

### TERMS OF SALE

2% discount will be allowed for cash with order or ten days from date of invoice. All other bills are net and due in 30 days. No discount will be allowed on C. O. D. orders.

All unknown customers are requested to furnish satisfactory credit reference or cash with order.

All agreements are contingent upon errors, loss of stock, and all other causes beyond our control. All claims must be made within ten days after delivery. No claim will be allowed for more than the amount of invoice.

All patented varieties are sold under the restrictions laid down by the patentor, and all sales of such varieties are covered by contracts that must be accepted by him before delivery can be made.

In cases where Better Times are purchased to replace existing planting of this variety, 8¢ per plant will be deducted from the invoice after proper forms have been accepted by the Jos. H. Hill Co. However, bench plants must be destroyed before any credit can be given.





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# YELLOW GLORIA

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WHITE BROTHERS ROSE CORPORATION, MEDINA, N. Y.